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Exploring the Phenomenon of Selfie-Posting Behavior among Social Media Users

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Abstract: In the present day, the act of posting self-portraits, also known as selfies, is widely regarded as one of the most prevalent behaviors linked to the use of social media. Taking a selfie opens a new set of windows for activating specific identities, and over time and with readily available technological means, individuals are able to carefully construct online identities by editing their appearance and idealizing their self-portraits. The research discusses selfie-posting behavior in which to find out what the users are doing or constructing selfies before posting them. The primary aim of the current research is to examine these steps, specifically the context in motives, pre-occupation, selection of selfies, and selfie editing before posting. This study intended to focus on the social media users among Malaysians who engage in selfie activities. This research used a nonprobability sampling design, which is purposive sampling. The online questionnaire was administered as a cross-sectional survey, with data collected within a few months. This survey received 150 responses, and PLS SEM 4.0 was used to gather and analyze the data. Given the Selfie-Stadium Model, the finding showed that all variables are statistically significantly correlated to the following step. This research provides practical insights for developers to explore novel methods of improving device functionality and leveraging multitasking capabilities. Additionally, social media users can fully utilize device functions and benefit from technological advancements.

Keywords: *Selfie, selfie posting behavior, motive, preoccupation, selection, editing, social media.*

1. Introduction and Background

Social media is an online platform that facilitates connection between individuals via the exchange and consumption of information (Daniel Nations, 2021). Individuals use it to stay connected and engage with their family, friends, and other individuals. Social media offers numerous opportunities for users to engage in activities that allow for deep levels of self-expression and self-presentation (de Vaate et al., 2018). Currently, one of the most prevalent activities linked to the use of social media is the posting of selfies. (Boursier et al., 2020).

Most social media users spend 54 hours a year or 7 minutes a day taking selfies (Kuss & Griffiths, 2017); around 17 million selfies are uploaded to social media platforms every week, with individuals posting around 25,700 selfies throughout their lives (Winter, 2014; Broz, 2022). Despite being difficult to confirm, the numbers suggest that posting selfies is very popular (de Vaate et al., 2018). It has become an important part of social interaction on the internet (Yusof et al., 2021). In 2013, the title of Word of the Year was given to 'selfie', defined as a "self-captured image taken typically with devices like a smartphone or webcam" (Oxford Dictionaries).

The rise of technology has allowed individuals to present themselves online differently. This is because it allows them to create an identity completely different from the one, they usually use offline. With the right tools and time, it is possible to carefully choose the information and appropriate identity to present to an online audience. (Yusof et al., 2021). In other words, social media platforms, image-editing tools, and various apps have given people the means to create and curate a digital identity that may differ from their offline personality.

Therefore, these technologies enable individuals to construct an online identity distinct from their real-life personality or appearance. People may use filters, photo editing, or carefully select pictures that present them in a particular way, leading to self-presentation that may not entirely reflect their offline self. Engaging in selfie behavior provides opportunities to create distinct identities by allowing individuals to meticulously craft their online personas by editing their appearances with the help of technology (de Vaate et al., 2018).

Popularity on social media is strongly connected to how attractive individuals are perceived to be (Kleiser &

Mayeux, 2020In line with this context, a study discovered that individuals who share self-portraits on social media employ selfies as a means to enhance their self-esteem (Moneva, Perolino, & Ycong, 2020) since they possess control over how they present themselves on their social network profile. In contrast, posting selfies can impact both the experience and psychosocial effects, as social media platforms provide measurable peer responses like likes and comments, and feature content that is publicly shared, always accessible, and readily available (Nesi et al., 2021). A previous study stated that visual platforms on social media increase users' focus on looks by prompting them to selectively choose and share their selfies to appear as attractive as possible and gain approval from others (Yau & Reich, 2019). In addition, some social media studies have also reported that people use social media to shape and promote an idealized self-image, such as the interactive behavior of liking, sharing, and commenting replaces offline, face-to-face communication (You et al., 2022). Moreover, exposure to idealized selfies from peers can result in individuals comparing their appearance (Chang et al., 2019; Kleemans et al., 2018). It is crucial to investigate social media users' actions before they share their selfies due to the distinct characteristics of social media and their intersection with user peer appearance culture (Nesi et al., 2021).

This study is undertaking in Malaysia because many of the previous studies on selfie-posting have been conducted abroad, such as studies selfie behavior: assessing the Italian version of the Selfitis Behavior Scale and its mediating role in the relationship of dark traits with social media addiction (Monacis et al., 2020), how to do “selfies” impact adolescents' well-being and body confidence (McLean, et al., 2019) and a selfie: a new way of self-exploration (Ghosal, et al., 2020); limited research was done in Malaysia.

Besides, previous academics have begun investigating what motivates user selfie-posting behavior, which has become an issue examined by many academic scholars previously. Nevertheless, there is a scarcity of research investigating the typical behavior associated with pre-posting or pre-publishing a selfie. For instance, a study conducted by de Vaate et al. (2018) analyzed the several steps that individuals undergo while shooting selfies before sharing them online. This research aims to expand researchers' understanding of the motivations and persons involved in posting selfies, rather than only focusing on the act of uploading itself. Thus, this study centers on the act of sharing selfies and the preceding activities that may cause individuals to display themselves in a certain manner to an audience on the internet.

The examination of pre-selfie-posting behavior is crucial as the process of creating an online visual self-presentation encompasses more than simply uploading a selfie. It also entails activities such as selecting appropriate photographs and modifying them before sharing (Yusof et al., 2021). The objective is to comprehend the behaviors, cognitions, and cognitive processes that result in the act of posting a self-portrait on social networking platforms. This study examines individuals who take selfies using the Selfie-Stadium Model developed by de Vaate, Veldhuis, Alleva, Konijn, and Hugten (2018) to investigate the various actions done by social media users before sharing a selfie.

2. Literature Review

Selfie-Posting Behavior: In January 2021, the proportion of Malaysians using social media reached 86%, marking a 24% rise from 2016 when around 62% of the population were social media users (Müller, 2021). Social media is an online platform that facilitates communication and information exchange among individuals (Nations, 2021). According to Müller (2021), Malaysians dedicate around 7.5 hours per day to internet usage and 2.45 hours per day specifically to social media. Selfie-sharing is a common activity linked to the use of social media (Boursier et al., 2020). Josphine Jose and Shwetha (2022) mentioned that pictorial self-portraits, more commonly known as "selfies," have become a medium through which individuals create their online persona and share much autobiographical information. Selfies are part of people's daily lives and have become a phenomenon worldwide. Most social media users take 25,700 selfies in their lifetimes (Broz, 2022). The rapid growth in the popularity of social networking sites is not surprising because people are naturally social creatures and are driven by the need for endorsement and self-confirmation (Jose & Shwetha, 2022). Some people post selfies to connect with friends, while others post selfies to gain attention. Whatever the reason, posting a selfie is a way for people to share their lives with others online. In addition, Rashmi and Sood (2021) mentioned that the interesting factor that is noted and studied by many researchers is that people nowadays, especially those using social media, are not stopping by posting just one selfie.

The rise of technology has allowed individuals to present themselves online differently. This is because it allows them to create an identity completely different from the one, they usually use offline. Therefore, it is essential not only to selfie-post but also the behavior that led up to it. Thus, this research studies the current literature on selfie-posting behavior to determine what the users are doing or constructing selfies before posting.

Self-Presentation Theory: The self-presentation theory was established by Erving Goffman, a highly renowned and prominent American sociologist of the twentieth century. Goffman's dramaturgical analogy has been deeply ingrained in the field of sociology (Fine & Manning, 2003). Goffman's research paper on the presentational self is based on George Herbert Mead's concept that the self is formed via interactions in society (Branaman, 2001). According to another researcher, Goffman's self-presentation theory is based on the assumption that the way people present themselves is influenced by the cultural and societal values they are surrounded by. In other words, individuals' actions and behavior in public are influenced by what society deems acceptable (Tan, 2014).

Research on social media self-presentation has evolved from the study of online privacy, showing that privacy and self-presentation are complex and contextual processes (Rotolo, 2022). Internet users strategically posted material that they deemed appropriate for their intended audience and the social context, including the persons they expected to read their messages. However, their assessments of the viewers were often inaccurate since self-presentational goals may influence or restrict practically all types of behavior as individuals try to avoid being socially undesirable (Rotolo, 2022).

While in this concept of the study, this theory describes how communicators present the self. Goffman's (1978) early work on self-presentation explained that social behavior can be recognized as different in on-stage and off-stage behavior. Individuals on the front stage tend to behave in a way that meets the expectations of others; meanwhile, the backstage refers to the place where front-line behavior is prepared. However, Rotolo (2022) added that self-presentation is complicated when audiences, social norms, and values are unclear, and people may behave differently when uncertain of how they will be judged.

The Selfie-Stadium Model: The model was proposed by de Vaate, Veldhuis, Alleva, Konijn, E. and van Hugten, (2018). Considering the widespread phenomenon of online self-presentation through selfies, an exploratory study on selfie-related motivations and behavior in emerging adulthood has been used in this model the empirical support for the Selfie-Stadium Model confirmed that selfie-related behavior is more complex than just selfie-posting and should not be seen as a uniform behavior. Nevertheless, selfie fans undergo numerous stages of conduct associated with capturing self-portraits (de Vaate et al., 2018).

The model was also utilized in a prior study titled "Young Adults' Behavior and Motivations towards Selfie-Posting" conducted by Yusof et al. in 2021. The authors emphasized the importance of studying the pre-selfie-posting behavior that precedes the actual act of posting a selfie. This behavior is crucial because it involves the underlying actions and attitudes associated with creating a perfect selfie before sharing it online (Yusof et al., 2021).

Current Landscape of Selfie-Posting Behavior

Phases of Selfie-Posting Conduct: The Selfie-Stadium Framework: This study draws on well-studied theoretical concepts from diverse and extends previous studies by applying knowledge in these areas. To understand selfie-posting behavior, the Selfie-Stadium Model (2018) has been adapted in this study. This model illustrates the different steps that people take before posting selfies. The model includes four steps: motive, pre-occupation, selection, and editing.

Step 1 and Step 3: Motive and Selection

Motives refer to internal states encompassing wants, cognitions, and emotions. They serve as the immediate and direct drivers behind purposeful actions (Souders, 2022). In contrast to personality characteristics, the human reasons viewpoint offers a unique framework for understanding individual variances in personality (Winter, 1998). In the Uses and Gratifications viewpoint (U&G), motivations are described as the specific reasons why individuals actively seek out and engage with a particular kind of media. These motives are driven by the advantages they receive from the media and their own needs (Ruggiero, 2000). The U&G theory allows

researchers to uncover the social and psychological demands that drive individuals to select media channels (Rubin, 2009). An individual must possess their motivations for engaging in a certain action. In accordance with prior research, the researchers put out a conceptual framework wherein consumer personal motives are comprised of two distinct dimensions: positive motives and negative motives (Biradar et al., 2020). Furthermore, the purpose might also manifest as social reasons (Thilina & Gunawardane, 2019). In this paradigm, motives serve as the initial catalyst for the creation of selfies.

According to Chen and Roberts (2019), a social motive (external and positive) involves a person's desire to attain positive social advantages, and an enhancement motive (internal and positive) involves a person's desire to improve their psychological well-being, and a conformity motive (external and negative) indicates an intention to avoid disapproval from others. Finally, a coping motive (internal and negative) refers to an individual's willingness to avoid negative feelings. Within this body of literature, it is asserted that individuals must possess motivations for generating self-portraits before sharing them on online platforms. A few studies have shown a variety of motives for selfies. For instance, one study by (Chen & Roberts, 2019) demonstrated that there are five reasons for this behavior, which were organized in a sequence: capturing memories, interacting with others, getting entertained, boosting self-esteem, and garnering recognition. This stage further expands the investigation into the societal purposes of personal photographs and aims to enhance the understanding of the motivations behind individuals' capture and dissemination of selfies (Yusof et al., 2021).

A prior investigation established a connection between motivation and selection (Yusof et al., 2021). Guadamuz (2016) asserts that choosing is a crucial component in the field of art. This phenomenon is seen in several cases of "found objects" when ordinary items are chosen to serve as a fundamental manifestation of creativity. However, in this study, selecting selfies is the process of getting the best one. In other words, selfie selection is significant to the other selfie-posting behaviors. When it comes to selfies, researchers understand that the act of taking selfies initiates the process, followed by selecting which ones to post online. (Yellowlees et al., 2019). Consistent with this subject, one researcher mentioned that users invest more in selecting and presenting selfies before sharing them online (Rousseau, 2021). Hence, the objective of this study is to investigate the correlation between individuals' motives and their choice of selfies on social media platforms. The hypothesis was derived from previous investigations.
H1: Motivation and Selection are positively and significantly related.

Step 2 and Step 3: Pre-Occupation and Selection
Pre-occupation is a second step with a motive that involves selfie-posting behavior on social media. In the view of Meier and Grey (2014), pre-occupation refers to the inclination of individuals to observe and analyze the actions of others. Preoccupation, in this sense, refers to the intense attention and effort put into carefully picking a photograph that presents oneself in an idealized manner. This involves finding the most flattering selfie, dressed up, and shooting the perfect image (Bodroža et al., 2022). Likewise, these behaviors encompass expressing approval towards selfies, associating oneself with them, distributing them, and providing feedback on the selfies of others, which the authors argue will influence an individual's perception of preferred actions regarding selfies (Yusof et al., 2021).

Furthermore, a recent investigation conducted by Bodroža, Obradović and Ivanović (2022) revealed that younger persons exhibit a higher level of preoccupation with capturing selfies and are more frequently exposed to selfies from others. Additionally, they engage in a greater degree of self-comparison with the selfies from others. This past research has also proven the analysis result of self-presentation and selfie pre-occupation correspond to active forms of selfie behaviors selfies (Bodroža, Obradović & Ivanović, 2022). There is a relationship between pre-occupation and selection (Yusof et al., 2021). In another perspective on selecting selfies, Chen, Schaffer and Wu (1997) demonstrated that an attractive face influences social cognition, as people with an attractive face tend to have more positive attributes than those who are less attractive. In addition, Vogel et al. (2015) examine the outcomes of social media use, such as self-esteem, mood, and well-being. This could provide insights into how preoccupation with selfies, influenced by social comparison orientation, may impact individuals' emotional states and self-perceptions. This study investigates the correlation between preoccupation and the use of selfies among those who use social media. The hypothesis was derived from previous investigations.
H2: Selection and Editing are positively correlated.

Step 3 and Step 4: Selection and Editing

The following step in posting selfies involves selecting the ideal selfie. This view is supported by Yusof et al. (2021), who write that impression management encourages people to actively choose selfies and portray themselves in images that make them appear their best.

In addition, prior qualitative research has examined the impact of constructs on photo-sharing elements, specifically content selection. It has been discovered that individuals who share photos often opt for emotionally expressive images, anticipating audience reactions and personal involvement in the post (Stsiampkouskaya et al., 2021). Another researcher also argued that the selection of the hundreds of pictures involved an intellectual exercise, which, in their opinion, satisfies the legal requirement of an intellectual creation that reflects personality. This is supported by the presence of several intentionally blurred pictures, which indicate a deliberate selection process (Guadamuz, 2016).

The meticulous process of selecting goes alongside the act of editing selfies, which is a consequence of the subsequent stage in the selfie stadium model (Yusof et al., 2021). In a previous study conducted by Lijuan Xiao et al. (2021), selfie editing was described as a crucial process of capturing and sharing a selfie, mostly focused on enhancing its appearance. This process has become increasingly popular with social media platforms prioritizing visual aesthetics. Other than that, individuals with higher levels of narcissism tend to engage in self-enhancing behaviors, including carefully selecting and editing selfies to present an idealized image of themselves to others (Sorokowski, et al., 2015). While the primary focus is on narcissism, the findings may indirectly support the idea that careful selection and selfie editing are interrelated. This study investigates the correlation between the act of selecting and the process of editing selfies among those who use social media.
H3: Selection and Editing are positively correlated.

Step 4: Editing and Selfie-Posting Behavior

Editing is the digital photography process of adjusting photographs in a photo editing program. Editing is performed in the post-production process (Reich, 2017). Editing is the final stage in the process of creating a selfie, which involves making modifications to the image before sharing it and is a widely practiced activity before publishing selfies. This phase is employed to augment the visual aspect of people for the goal of self-presentation. Diverse software apps empower folks to get an ideal photograph before sharing it publicly on social media platforms. Common editing tools encompass beauty filters that may make substantial modifications to the face form and texture. These improvements may involve expanding the eyes or softening the complexion (Botezatu et al., 2022).

One finding was reviewed related to the final step which is editing to post (Yusof et al., 2021). It showed that editing was related to selfie-posting behavior. In addition, by drawing on selfie-posting behavior, Boursier, Gioia and Griffiths (2020) have shown that selfie-related strategies like selfie editing and posting are tools for self-presentation. In other words, selfie editing is a part of selfie-making before posting it on social media. This study investigates the correlation between the act of modifying selfies and the habit of sharing selfies among those who use social media. The hypothesis was derived from previous research.
H4: Editing positively affects selfie-posting behavior.

3. Research Methodology

The target population includes social media users in Malaysia who engage in selfie activities. This study is non-experimental and correlational, examining the relationship between variables. The relationship indicates that at least two variables move simultaneously (Sekaran & Bougie, 2019). The study used G*Power analysis to calculate the sample size. Calculations suggested that, with a maximum of four predictors, the required sample size was 85 (effect size is 0.15). As a result, a minimum of 85 respondents is needed to answer the questionnaire in this study. The instrument for this study used an existing set of questionnaires, which were adapted from various previous studies and existing questionnaires were modified and adapted according to research objectives and questions on this topic, with a five-point Likert scale ranging from 1-5, indicating strongly disagree to strongly agree. The questionnaires are conveniently given to respondents of social media users among Malaysians who engage in selfie activities. Participants who did not take and post selfies were directed to the end of the survey, as their responses did not align with the specific focus of the study. In

addition, the process of frequency and descriptive analysis distribution was carried out to determine the number of incidents for the categorical data in the demographic profile (gender, age, marital status, the highest level of education, the number of selfies taken, and the steps taken before posting the selfie) by utilizing SPSS version 24. Additionally, PLS-SEM 4.0 was used to analyze the data and quantify the connection between the variables.

4. Results

This part provides a collection of findings regarding the connection between the dependent variable, which is selfie-posting behavior, and the independent variables, which include motive, preoccupation, selection, and editing. These variables are analyzed in relation to demographic and geographic features such as gender, age, marital status, highest level of education, and number of selfies taken and posted in the past week.

The result shows that the highest percentage of genders were female, with 74%. The distribution of respondents based on age reveals interesting patterns. The majority of those who responded to this questionnaire came from individuals aged 24 to 26 years old, equivalent to 79 respondents. In addition, out of 150, most respondents were single, resulting in 128 respondents (85.3%). Besides, according to the data, it is evident that most respondents held a bachelor's degree, accounting for 57.3% of the total respondents, followed by a smaller representation of other qualifications such as diplomas, master's degrees, doctoral degrees, and others. The survey results revealed interesting insights about the frequency of selfies taken and posted by respondents it is evident that taking and posting selfies has become a popular trend among respondents, with varying levels of engagement observed within the given range of selfie counts. Of the 150 participants, 61 accounted for the highest percentage, representing approximately 40.7% of the total respondents, with just one selfie taken and posted in the past week. Only a small minority of participants, comprising just 2%, admitted to taking and posting 20 or more selfies during that time, with three individuals falling into this category. Table 1 displays a summary of the demographic characteristics of the respondents.

Profile of Respondents: Table 1 presents a concise overview of the attributes of all the participants who took part in the research.

Table 1: Details about Demographics

VARIABLE	FREQUENCY	PERCENTAGE
GENDER		
Males	39	26%
Females	111	74%
AGE		
18-20	15	10%
21-23	35	23.3%
24-26	79	52.7%
27-29	11	7.3%
>30	10	6.7%
STATUS		
Single	128	85.3
Married	22	14.7
EDUCATION		
Malaysian Higher School Certificate (SPM)	6	4%
Diploma	35	23.3%
Bachelor’s Degree	86	57.3%
Master’s Degree	22	14.7%
Doctoral Degree	0	0%
Others	1	0.7%
NUMBER OF SELFIES POSTED LAST WEEK		
1 Selfie	61	40.7%
2 – 5 selfies	58	38.7%
5 – 10 selfies	24	16%

10 – 20 selfies	4	2.7%
20+ selfies	3	2%

Measurement Model

The conceptual model was evaluated utilizing version 4.0 of PLS-SEM. The analysis was partitioned into two distinct components: the structural model and the measurement model. In evaluating the measurement model, consideration was given to three criteria. Internal consistency, reliability, discriminant validity, and convergence validity were all present. The findings are displayed in Table 2.

Table 2: Convergent Validity AND Internal Consistency

Variables	Loading	AVE	CR	Cronbach Alpha
Motive				
Mot1	0.782			
Mot2	0.847			
Mot3	0.839	0.683	0.928	0.908
Mot4	0.837			
Mot5	0.849			
Mot6	0.804			
Pre-Occupation				
Pre1	0.736			
Pre2	0.799			
Pre3	0.663	0.561	0.864	0.806
Pre4	0.798			
Pre5	0.740			
Selection				
Selec1	0.560			
Selec2	0.682			
Selec3	0.664			
Selec4	0.639	0.521	0.896	0.866
Selec5	0.720			
Selec6	0.823			
Selec7	0.831			
Selec8	0.814			
Editing				
Edt1	0.874			
Edt2	0.795	0.671	0.859	0.756
Edt3	0.785			
Selfie-Posting Behaviour				
SPB1	0.909			
SPB2	0.959	0.876	0.955	0.929
SPB3	0.940			

The findings suggest that the composite reliability satisfies or surpasses the minimum requirement of 0.7 for reliability due to internal consistency (Ramayah et al. 2018). Furthermore, all indicator loadings exhibited values exceeding the minimum criterion of 0.4, and the average variance extracted (AVE) exceeded 0.5, thus confirming that the convergence validity conditions were satisfied (Memon, Ramayah, Cheah, Chuah, and Ting, 2018). The research employed a discriminant validity approach to ascertain the uniqueness of a specific concept in relation to the other construct under investigation (Lowry & Gaskin, 2014). Table 2 shows that all values fulfilled the HTMT.85 threshold according to Kline (2015) heterotrait monotrait ratio (HTMT) methodology, confirming discriminant validity.

Table 3: HTMT Criterion

	Edit	Mot	Pre	SPB	VIF
Editing					1.000
Motive	0.599				1.408
Pre-Occupation	0.547	0.609			1.408
Self-posting	0.624	0.599	0.615		
Selection	0.645	0.736	0.642	0.741	1.000

The evaluation of the structural model was carried out via many stages. Before doing hypothesis testing, it is necessary to address the problem of multicollinearity to avoid problems in the regression model. The Variance Inflation Factor (VIF) should be less than 5.0, as shown by the variance inflation indicator. All constructs shown in Table 2 exhibit Variance Inflation Factor (VIF) values that are below the specified threshold of 5.00, as stated by Hair, Hult, Ringle, & Sarstedt (2016), indicating the lack of multicollinearity. The structural model was implemented, followed using the Partial Least Squares (PLS) technique to assess the hypotheses. The technique of bootstrapping was used by using 5000 subsamples to improve the accuracy of the Partial Least Squares (PLS) estimations. The results of this analysis can be seen in Table 3.

At a 99% confidence level, four path factors were found to be statistically significant: There are substantial correlations between editing and self-posting behavior ($t = 8.574$, $p < 0.00$), motivation to selection ($t = 6.897$, $p < 0.000$), pre-occupation to selection ($t = 3.498$, $p < 0.000$), and selection to editing ($t = 8.005$, $p < 0.000$). Based on this analysis, it can be inferred that the four hypothesized correlations in this research are confirmed. The R2 value for editing is 0.287, representing 28% of the editing is determined by self-posting behavior. In addition, the R2 value for selection is 0.504, which represents 50% of the selection is determined by motive and preoccupation. Finally, the R-value for editing is 0.290, which means that selection determines 29% of editing. So, the R2 value of 0.20 in this study is acceptable since Hair et al. (2016) say this is a high value for consumer-related studies.

Table 4: Path Coefficient Assessment and Determination of Coefficient (R2)

Relationship	R2	Path Coefficient	SE	T value	P value/CI	Decision
Editing→SPB	0.287	0.535	0.540	8.574	0.000 CI (0.395,0.647)	Supported
MOT→Selection	0.504	0.516	0.515	6.897	0.000 CI (0.360,0.652)	Supported
Pre→Selection		0.283	0.293	3.498	0.000 CI (0.107,0.430)	Supported
Selection→Editing	0.292	0.546	0.546	8.005	0.000 CI (0.385,0.653)	Supported

Table 5: Summary of Hypotheses Result

No.	Hypotheses	Result
H1	Motivation and Selection are positively and significantly related.	Supported
H2	Pre-occupation is positively and significantly correlated with selection	Supported
H3	Selection and Editing are positively correlated.	Supported
H4	Editing positively affects selfie-posting behavior.	Supported

Discussion

The objective of this research was to investigate the correlation between motivation and selection. The research documented the respondents' perspectives on the motivation and criteria for capturing selfies. It seems that when it comes to the intention of taking selfies, most respondents either somewhat disagreed, were indifferent, or virtually agreed. However, when it came to the motivations for shooting or publishing selfies, most respondents leaned towards a strong agreement. With the p-value being smaller than the significant level value, the results support hypothesis 1's assertion that there is a meaningful relationship between motivation and selection. This result aligns with previous studies whereas a positive relationship between both variables

(Yusof et al., 2021). In future investigations, it might be possible to use a different motive variable, which can be done differently to help shed more light on this topic. Other factors, such as social norms, peer influence, or personal preferences, may also have played a more significant role in determining the reasons for engaging in selfie-related behaviors. In short, understanding the reason individuals share images on social media can offer insight into the motivations behind selfie-taking and sharing, potentially influencing the selection process.

A substantial correlation was discovered between pre-occupation and the selection of selfies among social media users, indicating a strong link between the two variables. The study demonstrates that hypothesis 2 has been supported by the p-value, which was lower than the predetermined significance threshold. This indicates that pre-occupation, which refers to the level of involvement or pre-occupation individuals have with taking and posting selfies, is a useful predictor of the selection of selfies. These findings suggest that individuals more preoccupied with taking and posting selfies are more likely to select specific types of selfies to share on social media. Thus, the study's results support the hypothesis that pre-occupation influences the selection of selfies among social media users. To sum up, the analysis revealed that selection is influenced by pre-occupation and motive. This is because, whatever it is, individuals' motives for taking selfies play a crucial role in their selection process, as captured in the Selfie Stadium Model (Yusof et al., 2021). Interestingly, pre-occupation emerged as a significant factor in selfie selection. Participants who were more concerned about their appearance and how others perceived them were more likely to curate their selfies carefully. Overall, this research highlights the interplay between motives, preoccupation, and selfie selection, shedding light on the complex psychology behind these selfie activities.

A very strong link was found between selection and editing, which was another interesting finding. The findings indicate that individuals who adjust their selfies are more prone to carefully select ones for sharing on social media. Thus, the findings confirm the hypothesis that editing plays a substantial role in the selection of selfies. Moreover, these findings are consistent with the outcomes of prior research. According to Annaliese B. Piraino (2021), individuals who take selfies can edit their photos and choose specific moments to capture themselves during planned and preferred situations. It means selfie selection capability empowers individuals to capture themselves during memorable moments, whether it is a milestone achievement or a cherished memory with loved ones. It is related to the editing process, where individuals choose the perfect lighting, angle, and filter before posting it to social media. In short, selfie selection and editing have transformed how individuals capture and present themselves on social media.

Next, the result indicates the analysis between editing and selfie-posting behavior. The findings of this analysis, which established a statistically significant correlation between editing and selfie-posting behavior, provide fascinating support for the hypothesis. This suggests that the act of editing selfies, which involves modifying or enhancing the appearance of the images, is associated with individuals' behavior of posting those edited selfies on social media platforms. These findings are probably connected to previous research (Felig et al., 2023) that showed regular correlations between selfie-related behaviors such as taking, publishing, and editing selfies. For instance, research has indicated that they may be related to the need for self-presentation as individuals want to improve their looks to socially acceptable beauty standards. Thus, this finding highlights editing behavior, the last step in the selfie-taking process before it is posted.

5. Conclusion

Overall, this research highlights the interplay between motives, preoccupation, and selfie selection, shedding light on the complex psychology behind these selfie activities. It seeks to understand the actions, thoughts, and decision-making processes that lead to sharing a selfie on social media. Interestingly, pre-occupation emerged as a significant factor in selfie selection. Participants who were more concerned about their appearance and how others perceived them were more likely to curate their selfies carefully. It was proven that it has given individuals the opportunity to present themselves online in a different way. However, the result suggests that individuals might have specific motives or reasons for engaging in self-presentation behaviors. In future investigations, it might be possible to use a different motive variable, which can be done differently to help shed more light on this topic. Through the analysis of self-presentation motives, researchers can get valuable insights into the reasons behind individuals' inclination to capture and share selfies. This examination also facilitates a more profound comprehension of the psychological determinants that influence selfie behavior.

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